

WRITING A REPORT

There are various types of reports, such as:

- a) **Assessment reports**, which present and evaluate the positive and / or negative features of a person, place, plan, etc.; they also include your opinion and / or recommendation
- b) **Informative reports**, which present information concerning a meeting that has taken place, progress made on a project, etc.
- c) **Survey reports**, which present and analyse information gathered from door-to-door surveys / questionnaires, including conclusions drawn from this information and suggestions or recommendations.
- d) **Proposal reports**, which present plans, decisions or suggestions concerning possible future courses of action for approval by one's superior at work, a bank manager, members of a committee, etc.

In all the types of report, formal register must be used (no contractions and formal language). Avoid giving you own opinion *I think...* Use the impersonal *It* construction: *It seems...* / *It was found that...*

Title

Reason of writing / Introduction (1 paragraph)

- *The aim / objective / intention / purpose of this report is to compare / examine / evaluate / describe / outline (some suggestions) / analyse (some suggestions) / expose / present / give information on / regarding the / recommend / consider / suggest*
- *This report aims to... / outlines the results of a survey conducted / carried out to determine / discover the reaction / popularity / attitudes / opinion of...*
- *This report is intended to / describes...*
- *The data included in this report was gathered / obtained by means of a questionnaire / survey...*
- *It is based on a survey conducted among / It is the result of a discussion which took place among*
- *The information below summarises statistics compiled by / from...*

Body (2-4 paragraphs) organised in headings

- *It should be considered / It is worth considering / ...should be taken into consideration*
- *It appears that... / It is observed that...*
- *The first observation to make is (concerns)*
- *First of all / Firstly*

- *Secondly / Furthermore / Moreover*
- *Lastly / Finally*
- *In fact*
- *According to (the majority of respondents)*
- *In general terms / Generally speaking...*
- *One in ten / Two out of five / twenty per cent of the people...*
- *(50% of the people interviewed) were of the opinion / felt / believed / expressed (dis)approval of / replied / reported / preferred / agreed / claimed / stated...*
- *However, although, alternatively*
- *Few people approve of...*
- *By far, the largest number of those surveyed responded... / A small proportion / a minority / majority of the people asked...*
- *In spite of (the fact that) / Despite (the fact that) + Noun, Pronoun or V +ing*
- *As... mentioned... / In the words of...*
- *It has been stressed that...*
- *Interestingly / Curiously / Strangely / As strange as it may seem / Oddly / Surprisingly / Predictably...*

Making / giving recommendations

- *I would strongly recommend that... + S + should + bare infinitive / V +ing*
- *In the light of the results of the survey I would advise against...*
- *I feel it would be to our advantage if...*
- *The best solution is / would be to...*
- *This will have an impact on + noun*
- *The advantage of the approach proposed would be...*

Conclusion (1 paragraph)

- *As long as / provided that these recommendations are taken into consideration*
- *The research shows / demonstrates*
- *From the research / the evidence we conclude that*
- *On the basis of the points mentioned above, it would seem that...*
- *It is (therefore) felt / believed / apparent / obvious that...*
- *The current state of affairs is that...*
- *It would be fair to conclude that...*
- *To conclude / To sum up / In conclusion / On the whole / All in all / All things considered / On balance...*
- *The results of this survey suggest / reveal / indicate / demonstrate that...*
- *The outlook for ... is (far from +ing) bright / optimistic / depressing / daunting*
- *The future looks bleak / remains uncertain / is promising*
- *This seems unlikely in the near / foreseeable future*

SAMPLES

You are organising a music concert, on behalf of a local charity which is going to take place in three weeks. Write a progress report for the next meeting of the charity committee, explaining what arrangements have been made and what remains to be done.

To: The Chairperson, Crowtree Care Group
From: Charlotte Morris, Events Organiser
Subject: Summer Concert
Date: July 29th 1997

1. Purpose

The purpose of this report is to outline the progress of arrangements for the concert to be held on Sunday 17th August to raise funds for the Terminal Illness Research Fund.

2. Performing artists

Auditions were held on 15th July to select local performers. In addition, two professional groups have agreed to appear in the concert free of charge. Unfortunately, another band we had hoped would appear is unavailable. However, our Director of Music, Ms Foxe, is confident that the standard will be more than satisfactory, and states that rehearsals are progressing smoothly.

3. Venue, facilities and equipment

The concert will be held in the main area of Crowtree Park, which is easily accessible both by private and public transport and has good public toilet facilities. Seating will be hired from a local company, and a covered stage, to be erected in the centre of the park, has already been constructed by volunteers under the supervision of Mr Wilson.

4. Catering and ticket sales

Refreshments will be provided by local restaurants, who will make their own arrangements regarding stalls and vendors. Mr Wilson's group of volunteers have agreed to sell tickets at the Town Hall, as well as undertaking crowd control and ticket inspection during the concert itself.

5. Projected costs

Permission has been granted by the council authorities for us to use the park free of charge, and Harrison Rentals have agreed to a reduced price of £100 for the hire of chairs. Excluding the cost of printing tickets and posters, the cost of the concert will be approximately £550.

6. Conclusion

I am delighted to inform the committee that arrangements have proceeded faster than anticipated, and the concert promises to be of a higher standard than last year's. However, it must be pointed out that no arrangements have yet been made concerning publicity and printing, which is now a matter of some urgency.

A manufacturing company has commissioned you to conduct a survey to determine consumer awareness and opinion concerning some of its products. Look at the diagram below outlining the results of this survey, and write a report on the findings, including the conclusions which may be drawn from them.

'Healthy Shine' Products

Purpose

The aim of this report is to present the findings of a survey carried out to determine consumer awareness and opinion of the "Healthy Shine" range of hair-care products. The data included in this report was obtained from a random sample of 1,500 men and women, aged 18 - 40, who responded to a questionnaire survey on 16th and 17th September.

Consumer Awareness of Product Range

Of the 1,500 respondents surveyed, forty per cent reported that they knew of one or more of the products in the range. Of these, sixty-five per cent had seen the products advertised on television or in magazines and twenty-five per cent had seen the products displayed in stores. The remaining ten per cent of those surveyed were unaware of the product range. The fact that consumer awareness is less than a half suggests that television and magazine advertising has failed to attract the desired level of consumer attention.

Packaging

A large number of those aware of the products were of the opinion that the packaging is unattractive. This is highlighted by the fact that fifty-eight per cent (almost 3 out of 5 customers) stated that they had not sampled the product line, preferring instead to purchase competitors' products with more attractive packaging.

Quality and Price

Of the forty-two per cent of consumers who had sampled at least one product in the range, only fifteen per cent reported that they had not repurchased the product and/or purchased other products in the range. This indicates that eighty-five per cent of consumers are satisfied with quality and price.

Conclusion

On the basis of the findings above, it would seem that although the quality and retail prices of "Healthy Shine" products are competitive, a large percentage of consumers are not aware of the product range. Furthermore, many of those who are aware of the range do not find the packaging sufficiently attractive to induce them to purchase any of the products. Our recommendation, therefore, is that your company launch a new advertising campaign to increase consumer awareness, in addition to altering the packaging of the entire range so as to make the products more appealing to consumers.